

Message Text

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SUBJECT: ILLINOIS IOGA TRADE MISSION

REF: BUCHAREST 2328

1. SUMMARY: THE VISIT OF THE ILLINOIS IOGA TRADE MISSION CONCLUDED SUCCESSFULLY MAY 23. DURING THEIR STAY, THE MISSION MEMBERS MET WITH REPRESENTATIVES OF VIRTUALLY ALL MAJOR POLISH END USERS OF ROAD AND BUILDING CONSTRUCTION EQUIPMENT, AND WITH EACH OF THE FTO'S WHICH IMPORTS THE PRODUCTS OF MISSION FIRMS. MISSION MEMBERS JUDGED THE VISIT A SUCCESS AND WE, FOR THE EMBASSY'S PART, FOUND THE VISIT VERY USEFUL IN EXPANDING OUR CONTACTS WITHIN THE TRANSPORTATION INDUSTRY. END SUMMARY.

2. ALTHOUGH THE POLISH SIDE WAS UNABLE TO AGREE, BEFORE THE MISSION'S ARRIVAL, TO INDIVIDUAL APPOINTMENTS WITH EACH OF THE FIRMS, THE GENERAL MEETINGS ALL RESULTED IN A LARGE NUMBER OF SEPARATE DISCUSSIONS. INTEREST IN U.S. EQUIPMENT IS HIGH, AND SEVERAL OF THE FIRMS DISCOVERED THAT THEIR PRODUCTS ARE WELL KNOWN HERE. FOR ONE COMPANY, HARNISCHFEGER, WHICH HAS BEEN SELLING IN POLAND FOR SOME TIME, THE MISSION WAS A CONTINUATION OF AN ACTIVE SALES PROGRAM RATHER THAN AN INTRODUCTION TO THE POLISH MARKET. IT WAS HELPFUL TO US IN ARRANGING MEETINGS, AND TO THE OTHER MISSION MEMBERS

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IN LEARNING FROM HARNISCHFEGER'S EXPERIENCE, TO HAVE A FIRM
IN THE GROUP WHICH WAS WELL ESTABLISHED HERE.

3. AS EXPECTED, INDUSTRIAL COOPERATION FIGURED PROMINENTLY
IN POLISH INTERESTS, WITH NEARLY ALL FIRMS BEING ASKED
WHETHER THEY ARE PREPARED TO LICENSE THE PRODUCTION OF SOME
EQUIPMENT IN POLAND. HARD CURRENCY IS IN SHORT SUPPLY,
ALTHOUGH LIMITED PURCHASES FOR CASH ARE APPARENTLY STILL
POSSIBLE.

4. PRESENTATIONS BY MISSION MEMBERS WERE EXCELLENT, AND WE
BELIEVE ALL WHO HAD NO PREVIOUS EXPOSURE HERE HAVE LAID
THE FOUNDATION FOR SERIOUS SALES EFFORTS IN THIS MARKET.
THE PROSPECTS FOR FIAT-ALLIS ARE LIMITED BY THE POLISH
COOPERATION WITH INTERNATIONAL HARVESTER, UNDER WHICH A LINE
OF CRAWLER TRACTORS IS BEING PARTIALLY ASSEMBLED. MOST
FIRMS, HOWEVER, WERE RECEIVED WITH ACTIVE INTEREST.

5. THE VISIT ALSO PROVIDED AN OPPORTUNITY FOR BUMAR FTO
AND THE ASSOCIATION OF ROADS AND BRIDGES CONSTRUCTION TO
AIR A TRADE COMPLAINT AGAINST AN ILLINOIS FIRM (BARBER-
GREENE) NOT REPRESENTED ON THE MISSION. PISCOTTE AND
SMIT RECEIVED A DETAILED BRIEFING ON THE POLISH VERSION
OF THE DISPUTE, AND WE HOPE THE MATTER CAN BE SATISFACTORILY
RESOLVED THROUGH THEIR GOOD OFFICES.

6 WE SHARE BUCHAREST'S OPINION THAT CAREFULLY SELECTED
SPECIALIZED MISSIONS CAN BE AN EFFECTIVE WAY OF ENTERING
EE MARKETS WHEN THE TECHNOLOGY OFFERED IS NOT SO SOPHIS-
TICATED AS TO WARRANT A TECHNICAL SEMINAR. BECAUSE THIS
MISSION, ALMOST ALONE AMONG IOGA MISSIONS THAT HAVE VISITED
WARSAW, WAS DESIGNED AROUND COMPLEMENTARY PRODUCT LINES, IT
WAS POSSIBLE TO PUT TOGETHER A MUCH MORE USEFUL PROGRAM
THAN COULD HAVE BEEN ARRANGED IF THE PRODUCTS HAD BEEN
UNRELATED.
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